

	Administrative Regulation		Policy #	03-07.06
	Personal Use of Social Media		Effective Date:	July 18, 2018
			Revision Date:	February 14, 2022
			Owner:	Human Resources

Purpose:

The purpose of this administrative regulation is to establish a policy and culture of openness, trust and integrity in our online activities, in our capacity as employees, elected officials, volunteers and interns of the City.

Scope:

This policy applies to all employees, volunteers and interns who maintain social media accounts outside of their employment at the City.

Policy:

The City of Springfield recognizes that employees may wish to use social media in their personal life. This policy does not intend to discourage nor unduly limit personal expression or online activities. The policy intends to inform personal expression or online activities as they may relate to the City.

Ultimately, employees are solely responsible for what they post online. Before creating online content, employees should consider some of the risks and rewards that are involved. Any conduct that violates City policy, including the City's no-harassment and discrimination and no workplace violence or adversely affects job performance, the performance of co-workers, or otherwise adversely affects our community members or people who work on behalf of the City or City's legitimate business interests may result in disciplinary action up to and including termination.

Procedure:

1. On-line Conduct

- 1.1. Refrain from personal social media on work time.
- 1.2. Do not register for social media accounts using their City email address.
- 1.3. Express only their personal opinions.
- 1.4. Employees should not represent themselves as a spokesperson for City on personal accounts.

1.5. If City is a subject of the content, employees should be clear and open about the fact that they are a City employee and when there may be reasonable confusion of such, make it clear that their views do not represent those of City or its employees or elected officials.
Example: "Opinions are my own and not the views of my employer."

1.6. Employees should always be fair and courteous to co-workers, the community members we serve, City's employees and elected officials, and suppliers or other third parties who do business with City.

1.7. If an employee decides to post complaints or criticism, they should avoid using untrue statements; statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, and threatening or intimidating; that disparage community members, co-workers, City employees or elected officials; or that might constitute harassment or bullying. Conduct might include posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, gender, disability, religion or any other status protected by law or City policy.

2. Confidential City Information

2.1. Employees must not access, use, or post sensitive or confidential information or data except in accordance with City policies, practices, and procedures or other internal, City-related confidential communications or information.

3. Request for Employee Social Media Passwords

3.1. Supervisors and managers are prohibited by law from requiring or requesting an employee or an applicant for employment to disclose or to provide access to any personal electronic account through the employee's or applicant's username and password or other means of authentication.

3.2. Nothing in this policy prohibits the City from requiring an employee to produce content from their social media or other online accounts in connection with a City-sponsored investigation into potential misconduct, unlawful or unethical behavior, or policy or rule violations.

Definitions

1. "*Social media*" refers to various forms of mass communication consisting of user-created content, audio and video published in a shared online environment, such as over the Internet or through mobile telephone networks (i.e. using personal cell phone, smart phones, iPads, tablets, network computers and any other device that connects to the Internet). The differing forms of social media generally have the common characteristic of allowing for personal participation and feedback in a very fast and informal way. Social media is also typically open to vast multitudes of people to observe, copy and use, with few, if any, access restrictions.

Resources:*Administrative Regulations:*

1. [Official Use of Social Media](#)
2. [Corrective Action](#)
3. [No Harassment & Discrimination](#)
4. [Investigations](#)

Misc. Resources

1. [Employee Social Media Privacy – ORS 659A.330](#)

CREATION (Original):

This administrative regulation is in effect as of the date of my signature. I authorize the Human Resource Director to modify the history and resources sections and header, footer, and numbering without my reauthorization. The administrative regulation remains in effect should these revisions occur.			
Approved By:	Nancy Newton City Manager	Dates:	7/18/2018
Author: Chaim Hertz, Human Resources Director			
Responsible Party: Human Resources			
Replaces: N/A – New Admin Regulation			

PERIODIC REVIEW:

Reviewer:		Date:	
Reviewer:		Date:	
Reviewer:		Date:	
Reviewer:		Date:	
Reviewer:		Date:	

REVISIONS:

Version #2:	Responsible Party:	Human Resources		
	Revised By:	Chaim Hertz, Director of Human Resources		
	Approved By:	Nancy Newton City Manager	Date:	2/7/2022
	Reason/Summary of Changes:	Added emphasis to rules regarding harassment and discrimination and updated formatting in the procedural section.		